

## Set 1

1. "Benchmark" means \_\_\_\_\_

- a. Benches for customers to sit
- b. Benches for salesmen to sit
- c. Products displayed on a bench
- d. Set standards
- e. All of the above

2. A call centre is \_\_\_\_\_

- a. A meeting place for DSAs
- b. A training centre for DSAs
- c. A meeting place for customers
- d. Data centre
- e. A back office set up where customer queries are answered

3. The sequence of a sales process is \_\_\_\_\_

- a. Lead generation, call, presentation & sale
- b. Sale, presentation, Lead generation & call
- c. Presentation, Lead generation, Sale & Call
- d. Lead generation, Call, Sale & Presentation
- e. There is no sequence required

4. 'value –added services' means \_\_\_\_\_

- a. Better value at a premium
- b. Costlier services
- c. Additional services
- d. Better value at a discount
- e. At apart services

5. To 'Close a Call' means \_\_\_\_\_

- a. To end the conversation
- b. To put the phone down
- c. To close the doors
- d. To clinch the sale
- e. To close the business

6. 'Customization' means \_\_\_\_\_

- a. Tailor-made products for each customer
- b. Customers selling goods

- c. Tailor-made products for each staff
- d. A selling process
- e. None of these

7. A 'Call' in marketing language means \_\_\_\_\_

- a. Calling on a salesperson
- b. Calling on a customer
- c. Making a phone-call
- d. Telemarketing
- e. None of these

8. A marketing survey is required for \_\_\_\_\_

- a. Deciding marketing strategies
- b. Deciding product strategies
- c. Deciding pricing strategies
- d. All of these
- e. None of these

9. The target group for Education loans is \_\_\_\_\_

- a. All colleges
- b. All parents
- c. Research scholars
- d. Meritorious students seeking higher education
- e. All of these

10. Cross-selling means \_\_\_\_\_

- a. Selling with a cross face
- b. Cross country marketing
- c. Selling other products to existing customers
- d. Selling to friends
- e. Selling to employees

11. Marketing segmentation is useful for \_\_\_\_\_

- a. Preferential marketing
- b. Targeting existing clients
- c. Identifying prospects
- d. Knowing customers' tastes
- e. All of these

**12. The target Group for savings deposit Accounts is \_\_\_\_\_**

- a. Newborn babies
- b. Students
- c. Parents
- d. Businessman
- e. All of these

**13. Market Segmentation can be resorted to by means of \_\_\_\_\_**

- a. Segmenting by age
- b. Segmenting by income
- c. Segmenting by geographically
- d. All of these
- e. None of these

**14. The target gorup for a Car loan is \_\_\_\_\_**

- a. All auto drivers
- b. All auto dealers
- c. All car owners
- d. Any individual needing a car
- e. All of these

**15. Market information means \_\_\_\_\_**

- a. Knowledge of industries
- b. Knowledge of households
- c. Knowledge of peers
- d. Knowledge of customer's tastes
- e. All of these

**16. Bancassurance means \_\_\_\_\_**

- a. Banks promising to give loans
- b. Bank promising to pay interest
- c. Banks selling insurance products
- d. Assurance to repay loans
- e. None of these

**17. The target group fro agricultural loan is \_\_\_\_\_**

- a. Any farmer
- b. Farm labourers
- c. Any individual dealing in agricultural or

related activity

- d. Farmers' soceities
- e. All of these

**18. The target group for credit card is \_\_\_\_\_**

- a. existing cardholder's
- b. All graduates
- c. All minors
- d. Individuals with taxable income
- e. All of these

**19. Market segmentation means \_\_\_\_\_**

- a. Segmenting the salesmen
- b. Segmenting the employees
- c. Segmentation the customers as per their needs
- d. Segmenting the products
- e. All of these

**20. A 'Target Group' means \_\_\_\_\_**

- a. A group of sellers
- b. A group of buyers
- c. A group of products
- d. A group of person to whom sales should be focused
- e. All of these

**Answer Key**

1. d 2.e 3. a 4. c 5. d 6. a 7. e 8. d  
9. d 10. c 11. e 12. b 13. d 14. d  
15. d 16. c 17. c 18. d 19. c 20. d

## Set 2

### 1. Direct Marketing means \_\_\_\_\_

- a. Advertisements
- b. Banners
- c. Face-to-face selling
- d. Selling by all staff
- e. Achieving targets

### 2. Web marketing involves \_\_\_\_\_

- a. Selling web cameras
- b. Web advertisements
- c. E-mail chatting
- d. Browsing the web
- e. Door-to-Door canvassing

### 3. The ultimate aim of Marketing is to provide \_\_\_\_\_

- a. More business to the Company
- b. More profit
- c. More staff
- d. More production
- e. More products

### 4. Selling Process includes \_\_\_\_\_

- a. Publicity
- b. Lead generation
- c. Cross-country contacts
- d. Product Designing
- e. Product Re-designing

### 5. Market share means \_\_\_\_\_

- a. Paid up capital
- b. Shares held by employees
- c. Share of business volume as compared to other companies
- d. Share price of the company quoted in the market
- e. Sensex

### 6. Market share can be increased by \_\_\_\_\_

- a. Increasing the number of sales persons
- b. Increasing the sales volume

- c. Increasing the products
- d. Increasing production
- e. Rewriting profits

### 7. Market segmentation means

- a. Segmentation of sales teams
- b. Allocation of territory
- c. Sales arrangement
- d. Segmentation of target group according to their needs
- e. All hospitals

### 8. Referral means \_\_\_\_\_

- a. Sales person
- b. All customers
- c. Lead provided by operation staff
- d. Calling the existing purchasers
- e. All purchasers

### 9. "USP" in marketing means

- a. Unique Selling Practices
- b. Uniform Selling Practices
- c. United Sales Persons
- d. Unique Selling Proposition
- e. Useful Sales Person

### 10. The meaning of "Conversation" in terms of sales is

- a. Designing new products
- b. Converting Purchasers into sellers
- c. Converting sellers into purchasers
- d. Converting perspective customers into purchasers
- e. Conversion of religion

### 11. Online Marketing is mostly useful for marketing of

- a. Saving Accounts
- b. Credit cards
- c. Home loans
- d. NRI deposits
- e. Business accounts

**12. Cross selling means**

- a. City to city sales
- b. Selling with cross face
- c. Selling with crossed finger
- d. Selling products to existing customers
- e. Cold calling

**13. Marketing Strategy means ?**

- a. Ideas for new employment
- b. Old techniques of selling
- c. Techniques for improving marketing activities
- d. Techniques for increasing production
- e. Networking

**14. Target group means ?**

- a. All purchasers
- b. All sales persons
- c. Targeted purchasers
- d. All consumers
- e. Delivery persons

**15. What is the USP of saving accounts ?**

- a. High rate of interest
- b. Easy operation
- c. Risky transactions
- d. Expensive transactions
- e. Back office facility

**16. Which one of the following is not a target group for saving accounts ?**

- a. Salaried persons
- b. Loss making companies
- c. Doctors
- d. Government employees
- e. Insurance agents

**17. Target group for home loans is**

- a. Existing creditors
- b. Persons having no house of their own
- c. Persons having one or more than one house
- d. Builders
- e. NRIs

**18. Digital marketing is similar to**

- a. Online marketing
- b. Cold calling
- c. Web designing
- d. Market for cast
- e. Outdoor marketing

**19. Full form of DSA is \_\_\_\_\_**

- a. Delivery Staff Agency
- b. Direct Selling Agency
- c. Distributors and Supply Agency
- d. Driving Sales Ahead

**Answer Key**

1. c 2. b 3. a 4. b 5. c 6. b 7. d  
8. c 9. d 10. d 11. d 12. d  
13. c 14. c 15. b 16. b 17. b  
18. a 19. b

### Set 3

**1. Marketing is the art of \_\_\_\_\_**

- a. Buying more
- b. Paying more
- c. Selling more
- d. Talking more
- e. Only a and b

**2. Marketing of services is resorted in \_\_\_\_\_**

- a. Manufacturing concerns
- b. Insurance business
- c. Hostels
- d. Only a and b
- e. Only b and c

**3. Marketing is a \_\_\_\_\_**

- a. One day effort
- b. Team effort
- c. One man effort
- d. All the above
- e. None of the above

**4. Service marketing is the same as \_\_\_\_\_**

- a. Transaction marketing
- b. Relationship marketing
- c. Internal marketing
- d. Outdoor marketing
- e. All the above

**5. Good marketing requires one of the following \_\_\_\_\_**

- a. Proper planning
- b. Good team work
- c. Good communication skills
- d. Knowledge of products
- e. All of these

**6. Marketing in banks is a necessity today, due to \_\_\_\_\_**

- a. Liberalization
- b. Nationalization
- c. Fashion
- d. Urbanization
- e. Marketing in banks is not necessary, as banking in India is more than 200 years old

**7. Marketing is influenced by \_\_\_\_\_**

- a. Product demand
- b. Public taste
- c. Buyer behaviour
- d. Brand image
- e. All of the above

**8. Market share means \_\_\_\_\_**

- a. Share market
- b. Share prices
- c. IPOs
- d. Scope for marketing
- e. Share for business among peers

**9. Marketing helps in \_\_\_\_\_**

- a. Boosting production
- b. Getting new clients
- c. Interacting with strangers
- d. All of these
- e. None of these

**10. A DSA helps in \_\_\_\_\_**

- a. Boosting direct sales
- b. Boosting sales through the net
- c. Strengthening indirect marketing
- d. Strengthening telemarketing
- e. All of the above

**11. A DSA (Direct Selling Agent) is one \_\_\_\_\_**

- a. Who sells through the internet
- b. Who sells direct to the client
- c. Who works on the bank counters
- d. Who works in bank office setup
- e. None of the above

**12. Selling is \_\_\_\_\_**

- a. Different from marketing
- b. A sub-function of marketing
- c. Same as marketing
- d. More than marketing
- e. None of these

**13. A 'Lead' in marketing jargon, means \_\_\_\_\_**

- a. A metal
- b. A leash
- c. A likely consumer
- d. A team leader
- e. None of these

**14. Good selling skills involve \_\_\_\_\_**

- a. Patience
- b. Perservance
- c. Empathy
- d. Knowledge
- e. All of these

**15. Which of the following statements is correct ?**

- a. Marketing is not required due to globalization
- b. Marketing causes higher expenses and losses
- c. Marketing is not required in profit making companies
- d. Marketing sharpens the mind of the employees
- e. Marketing is a waste of time in established companies

**16. A true marketing mindset requires \_\_\_\_\_**

- a. Control mindset
- b. Command mindset
- c. Passive mindset
- d. Active mindset
- e. Inert mindset

**17. Innovation means \_\_\_\_\_**

- a. Inspiration
- b. Enthusiasm
- c. Compensation
- d. Creativity
- e. All of these

**18. Internal marketing means \_\_\_\_\_**

- a. Marketing to self
- b. Marketing to family members
- c. Marketing to the staff members
- d. Marketing inside India
- e. Marketing outside India

**19. Modern styles of marketing are \_\_\_\_\_**

- a. Telemarketing
- b. Web marketing
- c. Advertisement on the net
- d. E – mails
- e. All of these

**20. A good and effective DSA should \_\_\_\_\_**

- a. Copy the competitor company
- b. Criticize the competitor company
- c. Join the competitor company
- d. Be passive
- e. Be more effective than the competitor company

**Answer Key:**

1. c 2. e 3. b 4. b 5. b 6. a 7. e 8. e 9. d  
10. a 11. b 12. e 13. c 14. e 15. d 16. d  
17. d 18. c 19. e 20. e

## Set 4

**1. Marketing in Banks is required for \_\_\_\_\_**

- a. Getting new customers
- b. Retaining existing customers
- c. Lending
- d. Accepting of deposits
- e. All of the above

**2. Service Marketing is the same as \_\_\_\_\_**

- a. Relationship Marketing
- b. Transaction Marketing
- c. Internal Marketing
- d. All of the above
- e. None of the above

**3. Market Size means \_\_\_\_\_**

- a. Size of marketing Staff
- b. Size of the organization
- c. Scope for profits
- d. Scope for marketing
- e. None of these

**4. Market share means \_\_\_\_\_**

- a. Market price of shares
- b. Sensex
- c. Share market
- d. Share of business among peers
- e. Market volatility

**5. Internal Marketing means \_\_\_\_\_**

- a. Selling to oneself
- b. Selling to the employees
- c. Selling of samples
- d. Selling to foreign markets
- e. None of these

**6. A 'call' means**

- a. A profession
- b. Teletalk
- c. Calling on a Prospect
- d. A call center
- e. All of the above

**7. A 'Call Centre' is \_\_\_\_\_**

- a. A place where salesmen meet every day
- b. A training centre
- c. A back office set up where customer queries are answered
- d. Customers meeting place
- e. All of the above

**8. A presentation means \_\_\_\_\_**

- a. Display of products
- b. Explaining the utility of products
- c. A gift
- d. Display of communication skills
- e. All of the above

**9. A DSA means \_\_\_\_\_**

- a. Directly Selling Authority
- b. Directly Selling Agent
- c. Direct Selling Authority
- d. Direct Selling Agent
- e. Distributors & Selling Agencies

**10. 'Benchmark' means \_\_\_\_\_**

- a. Products lined up on a bench
- b. Salesmen sitting on a bench
- c. Set standards
- d. Marks on a bench
- e. None of the above

**11. Value – added services means \_\_\_\_\_**

- a. Giving full value for money
- b. Better value for higher price
- c. Costlier service
- d. Additional service
- e. All the above

**12. CRM means \_\_\_\_\_**

- a. Customer Relationship Management
- b. Customer Retention Manager
- c. Customer Relatives Meet
- d. Channel Rout Market
- e. Channel Representative Manager

**13. A 'Target Group' in Marketing**

- \_\_\_\_\_
- a. To whom the sales should be directed
  - b. A group of sellers
  - c. A group of buyers
  - d. A group of products
  - e. All the above

**14. The target group for credit cards is**

- \_\_\_\_\_
- a. All Card Holders
  - b. All existing borrowers
  - c. Individuals with taxable income
  - d. All of these
  - e. None of these

**15. Bancassurance means \_\_\_\_\_**

- a. Assurance given by banks to Loanees
- b. Assurance to bank with one bank
- c. Assurance to repay loans
- d. Assurance to give good service
- e. Selling insurance products through banks

**16. Cross – Selling means \_\_\_\_\_**

- a. Selling with a cross face
- b. Selling to Red Cross members
- c. Selling to Blue Cross members
- d. Selling across countries
- e. Selling other products to existing customers

**17. ATM means \_\_\_\_\_**

- a. Any Time Marketing
- b. Any Time Money
- c. Any Time Machine
- d. Automatic Teller Machine
- e. Automatic Teller Money

**18. Digital Marketing is \_\_\_\_\_**

- a. A way of Direct Marketing
- b. A way of Indirect Marketing
- c. A strategy of the DSAs
- d. All of these
- e. None of these

**19. Market Segmentation helps in**

- \_\_\_\_\_
- a. Identifying the target group
  - b. Focused marketing
  - c. Improved lead generation
  - d. Only (a) and (b)
  - e. All (a), (b) and (c)

**20. Only one of the following is true. Find the same**

- a. Marketing is not required in a monopolistic situation
- b. Marketing is not required in Public enterprises
- c. Marketing depends on competitors' performance
- d. Marketing has no role to play in production levels
- e. Motivated employees do not require sales incentives

**21. Price is an important factor for effective marketing. What are the other Ps ?**

- a. Product, Promotion & Place
- b. Place, Persuasion & Promotion
- c. Price, Person & Place
- d. Product, Paper & Person
- e. None of the above

**22. Advertisements are required for**

- \_\_\_\_\_
- a. Boosting the production levels
  - b. Motivating the employees
  - c. All of the above
  - d. None of the above



**23. Sales forecasting involves study of \_\_\_\_\_**

- a. Proper selling price
- b. Sales planning
- c. Distribution outlets
- d. Consumer needs and demands
- e. All of the above

**24. Market Research is needed for \_\_\_\_\_**

- a. Choosing the right sales person
- b. Choosing the right products
- c. Making proper marketing decisions
- d. Deciding the sales incentives
- e. None of these

**25. Marketing is termed as successful, when \_\_\_\_\_**

- a. There is a rise in the number of salesmen
- b. There is no need for post-sales services
- c. There is no need to give discounts
- d. There is rise in sales through more clients
- e. Marketing is an ongoing process and hence, can never be successful

**Answer Key**

1. e 2. a 3. c 4. d 5. e 6. c 7. c 8. b 9. d 10. c 11. d 12. a 13. a 14. e 15. e 16. e 17. d 18. b 19. e 20. d 21. a 22. c 23. e 24. c 25. d

## Set 5

### 1. Market Research is used for

- 1) Selecting the right product
- 2) choosing the sales persons
- 3) Selecting proper marketing strategies
- 4) Deciding the selling price
- 5) All of these

### 2. What does CRM stand for?

- 1) Consumer Retention Management
- 2) Customer Retention Management
- 3) Customer Relationship Management
- 4) Client Relation Management
- 5) Customer Relation Marketing

### 3. What are value added services?

- 1) Products which are sold at premium price
- 2) To sell large number of products
- 3) At par services
- 4) Additional services
- 5) None of these

### 4. USP of a product/service means?

- 1) Unique Selling Price
- 2) Unique Selling Place
- 3) Unique Selling Proposition
- 4) Ultimate Selling Price
- 5) None of these

### 5. Which of the following is an example of indirect marketing?

- 1) e-mails
- 2) Telemarketing
- 3) Re-sellers

- 4) Couponing
- 5) Out of home

### 6. Who among the following coined the term USP?

- 1) Philip Kotler
- 2) Rosser Reeves
- 3) David Aaker
- 4) Eric Schmidt
- 5) None of these

### 7. What does Lead Generation mean?

- 1) To get tips for selling tactics
- 2) To generate leads
- 3) To increase better production
- 4) Likely sources of prospective clients
- 5) All of these

### 8. What does MBO mean?

- 1) Marketing of Business Organisation
- 2) Management By Objectives
- 3) Management Based on Objects
- 4) Organisation of Business Management
- 5) None of these

### 9. Which of the following is not included in the 7p's of marketing?

- 1) Process
- 2) People
- 3) Physical evidence
- 4) Planning
- 5) Promotion

### 10. In which year was the Consumer Protection Act passed?

- 1) 1987
- 2) 1986
- 3) 2002
- 4) 2004
- 5) None of these

**11. Which of the following is not a stage in the Product Life Cycle of a product?**

- 1) Maturity
- 2) Introduction
- 3) Decline
- 4) Stars
- 5) Growth

**12. What does AIDA stand for?**

- 1) Attention Interest Desire Action
- 2) Attract Initiate Draw Action
- 3) Attentive Inclination Desire Activity
- 4) Action Interest Desire Attention
- 5) None of these

**13. What does 'Low End Market' mean?**

- 1) A market for low quality products
- 2) A market which is located at remote areas
- 3) A market for lower priced products
- 4) A market where very less number of buyers are available
- 5) None of these

**14. Who coined the term MBO?**

- 1) Peter Drucker
- 2) American Marketing Agency
- 3) Philip Kotler
- 4) George Roth
- 5) None of these

**15. What is a 'Nascent Market'?**

- 1) Unpredictable markets
- 2) Small and newly developing markets
- 3) Monopolistic market
- 4) Fully competitive market
- 5) None of these

**16. Which of the following is a feature of services?**

- 1) Intangibility
- 2) Inseparability
- 3) Variability
- 4) Perishability
- 5) All of these

**17. The system which is designed to support marketing decision making is:**

- 1) System Management
- 2) Marketing Allocation System
- 3) Marketing Information System
- 4) Marketing Tracking System
- 5) None of these

**18. Which of the following is also known as 'Guerrilla Marketing'?**

- 1) Ambush marketing
- 2) Direct marketing
- 3) Indirect marketing
- 4) All of these
- 5) None of these

**19. What does B2C transaction mean?**

- 1) Business-to-Corporate
- 2) Business-to-Consumer
- 3) Bargain-to-Conversion
- 4) Buying-to-Consumption
- 5) None of these

**20. Which of following is an example of Inbound marketing?**

- 1) Social media marketing
- 2) Blogs
- 3) Newsletters
- 4) None of these
- 5) All of these

**21. Which of the following is an example of 'Engagement Marketing'?**

- 1) Event Marketing
- 2) Live Marketing
- 3) Experiential Marketing
- 4) Participation Marketing
- 5) All of the above

**22. What does BTL mean?**

- 1) Business Through Line
- 2) Below The Level
- 3) Below the Line
- 4) Buyers through Leads
- 5) None of these

**23. What is the objective of 'Holistic Marketing'?**

- 1) to produce more and more number of products
- 2) to produce products according to the taste of customers
- 3) to acknowledge that everything matters in marketing
- 4) to sale more and more products
- 5) None of these

**24. What does customization mean?**

- 1) to acquire more customers
- 2) to regulate more customers
- 3) more products per customer
- 4) special products to suit each customer
- 5) All of these

**25. Conversion in marketing means**

:

- 1) meeting a prospective client
- 2) to interact with a prospective client
- 3) converting a suspect into a prospect
- 4) converting a seller into a buyer
- 5) converting an employer into an employee

**26. What does the term 'MC' mean with respect to the price of a product?**

- 1) Money Cost
- 2) Marginal Cost
- 3) More Cost
- 4) Money and Capital
- 5) All of these

**27. Which of the following factors are the external factors of pricing?**

- 1) Demand of a product
- 2) Buyer's behaviour and nature
- 3) Competition
- 4) All of these
- 5) None of these

**28. Which of the following is/are the characteristics of a Product?**

- 1) Anything that can be utilized or consumed
- 2) Anything that have tangibility
- 3) Generic name
- 4) Special features
- 5) All of these

**29. Which of the following is compulsory for Product Planning and Development?**

- 1) Manager of a company
- 2) Innovation
- 3) Salesman and their ability
- 4) Cost
- 5) Price

**30. Product Planning includes which of the following?**

- 1) Cost reduction
- 2) Convenient product
- 3) To increase sales and profits
- 4) Optimum utilization of resources
- 5) All of these

**31. Which of the following is the Product Line of a Bank?**

- 1) Personal Loan
- 2) Home Loan
- 3) 2-wheeler Loan
- 4) Education Loan
- 5) All of these

**32. Which of the following acts as a drive or an urge for which an individual seeks satisfaction?**

- 1) Cost
- 2) Brand
- 3) Motive
- 4) Design
- 5) All of these

**33. Which of the following is not a step of consumer decision process?**

- 1) Re-purchase decision
- 2) Production style
- 3) Selection of a Brand
- 4) Selection of distribution channel
- 5) None of these

**34. The acts of individuals in obtaining and using goods and services, including decision process that precede and determine these acts are known as —**

- 1) Product planning and development
- 2) Consumer behaviour
- 3) Risk
- 4) Target Market
- 5) Product Length

**35. Which of the following includes Reference Group?**

- 1) Research and Development techniques
- 2) Target market
- 3) Satisfied customer

- 4) None of these
- 5) All of these

**36. What does BEC stand for?**

- 1) Break Even Centre
- 2) Break Even Chart
- 3) Book Even Cost
- 4) Book Even Chart
- 5) All of these

**37. All the cost that are Fixed and Variable are charged to**

- 1) Land and Infrastructure Tax
- 2) Sales
- 3) Product
- 4) Profit
- 5) Loss

**38. What does Relationship Selling mean?**

- 1) Telemarketing
- 2) Selling to relatives
- 3) Preparing a list of relatives
- 4) Cross-selling
- 5) Selling to strangers

**39. Public Relations is required for**

- 1) Improving customer service in the company
- 2) improving marketing functions of the company
- 3) creating better working atmosphere in the company
- 4) All of these
- 5) None of these

**40. Creating a distinctive place in the minds of customer means?**

- 1) Target Market
- 2) Market Segmentation
- 3) Brand Personality
- 4) Brand Positioning
- 5) None of these

**41. A scenario in which a customer has too much awareness of the Brand is called**

- 1) Double Positioning
- 2) Confused Positioning
- 3) Over Positioning
- 4) Under Positioning
- 5) None of these

**42. What does Digital Banking mean?**

- 1) Export Finance
- 2) Banking with calculators
- 3) Banking with Digital instruments
- 4) Internet Banking and Telebanking
- 5) None of these

**43. A group of related products manufactured by a single company is called**

- 1) Product line
- 2) Product breadth
- 3) Product width
- 4) Product Assimilation
- 5) None of these

**44. A product or service that has an energetic and loyal customer base is called**

- 1) Fad
- 2) Fashion
- 3) Cult-Brand
- 4) Brand Personality
- 5) None of these

**45. A situation when consumers become committed to a brand and make repeat purchases over time is called**

- 1) Brand Switching
- 2) Brand Awareness
- 3) Cult-Brand
- 4) Brand Loyalty
- 5) Brand Recognition

**46. Which of the following is required for Effective Segmentation?**

- 1) Measurability
- 2) Easy Accessibility
- 3) Substantiality
- 4) All of these
- 5) None of these

**47. A pricing strategy where the price of a product is kept low as compared to its competitors is known as —**

- 1) Skimming
- 2) Premium
- 3) Penetration
- 4) Regulatory
- 5) Competitive

**48. What does 'MDSS' mean?**

- 1) Marketing Development Solution Software
- 2) Management Decision Support Solution
- 3) Management Decision Support System
- 4) Marketing Decision Support System
- 5) Marketing Duration Software Solution

**49. What does Buyer Resistance mean?**

- 1) Reluctant Salesman
- 2) Hesitant Buyers
- 3) Buyers fighting with salesman
- 4) Indifferent salesman
- 5) None of these

**50. Which of the following statements is/are true with reference to**

'Diversification Marketing'?

- 1) Marketing in new and diverse countries
- 2) It is used only for transactions with foreign countries
- 3) Marketing in new and diverse companies
- 4) Making new and diverse products
- 5) All of the above

**Answer :**

1. 5	11. 4	21. 5	31. 5	41. 3
2. 3	12. 1	22. 3	32. 3	42. 4
3. 4	13. 3	23. 3	33. 2	43. 1
4. 3	14. 1	24. 4	34. 2	44. 3
5. 3	15. 2	25. 3	35. 3	45. 4
6. 2	16. 5	26. 2	36. 2	46. 4
7. 4	17. 3	27. 4	37. 3	47. 3
8. 2	18. 1	28. 5	38. 4	48. 4
9. 4	19. 2	29. 2	39. 4	49. 2
10. 2	20. 5	30. 5	40. 4	50. 4

## Set 6

### 1. CPU stands for

- 1) Computer Processing Unit
- 2) Central Processing Unit
- 3) Computer Protection Unit
- 4) Central Processing Upload
- 5) None of these

### 2. The primary purpose of software is to turn data into

- 1) web sites
- 2) information
- 3) programs
- 4) objects
- 5) None of these

### 3. A compiler translates a program written in a high-level language into

- 1) Machine language
- 2) an algorithm
- 3) a debugged program
- 4) Java
- 5) None of these

### 4. What is correcting errors in a program called ?

- 1) Compiling
- 2) Debugging
- 3) Grinding
- 4) Interpreting
- 5) None of these

### 5. The \_\_\_ of a system includes the programs or instructions.

- 1) hardware
- 2) icon
- 3) information

- 4) software
- 5) None of these

### 6. Back up of the data files will help to prevent

- 1) loss of confidentiality
- 2) duplication of data
- 3) virus infection
- 4) loss of data
- 5) None of these

### 7. Text in a column is generally aligned

- 1) justified
- 2) right
- 3) centre
- 4) left
- 5) None of these

### 8. The background of any Word document

- 1) is always white colour
- 2) is the colour you preset under the Option menu
- 3) is always the same for the entire document
- 4) can have any colour you choose
- 5) None of these

### 9. In order to save an existing document with a different name you need to

- 1) Retype the document and give it a different name
- 2) Use the Save as... command
- 3) Copy and paste the original document to a new document and then save



- 4) Use Windows Explorer to copy the document to a different location and then rename it  
5) None of these

**10. Which one of the following software applications would be the most appropriate for performing numerical and statistical calculations ?**

- 1) Database  
2) Document processor  
3) Graphics package  
4) Spreadsheet  
5) None of these

**11. What would you do to highlight a word ? You position the cursor next to the word, and then**

- 1) Drag mouse while holding button down  
2) Click mouse once  
3) Roll mouse around  
4) Roll and then click mouse  
5) None of these

**12. A \_\_\_ contains specific rules and words that express the logical steps of an algorithm.**

- 1) programming language  
2) syntax  
3) programming structure  
4) logic chart  
5) None of these

**13. What is the default file**

**extension for all Word documents?**

- 1) TXT  
2) WRD  
3) FIL  
4) DOC  
5) None of these

**14. Which is the part of the computer system that one can physically touch?**

- 1) data  
2) operating systems  
3) hardware  
4) software  
5) None of these

**15. In page preview mode**

- 1) You can see all pages of your document  
2) You can only see the page you are currently working  
3) You can only see pages that do not contain graphics  
4) You can only see the title page of your document  
5) None of these

**16. Cross selling is very effective in the sale of one of the following**

- 1) Debit cards  
2) Credit cards  
3) Internet banking  
4) Auto loans  
5) All of these

**17. Cross selling means**

- 1) one salesman selling to another salesman

- 2) selling across territories
- 3) selling across countries
- 4) selling additional products to existing customers
- 5) All of these

**18.Target market for Debit Cards is**

- 1) all existing account holders
- 2) all sales persons
- 3) all NRI's
- 4) all HNI's
- 5) All of these

**19.Market Penetration can be possible through**

- 1) more calls to the same buyers
- 2) more calls to many buyers
- 3) surrogate marketing
- 4) alternate marketing
- 5) All of these

**20.Cross selling can be resorted to, by**

- 1) all sales persons
- 2) all employees
- 3) all employers
- 4) outsourced agencies
- 5) all service providers

**21.Reusable optical storage will typically have the acronym**

- 1) CD
- 2) DVD
- 3) ROM
- 4) RW
- 5) None of these

**22.\_\_\_ is processed by the**

**computer into information.**

- 1) Data
- 2) Numbers
- 3) Alphabets
- 4) Pictures
- 5) None of these

**23.A\_\_\_\_\_is an electronic device that process data, converting it into information**

- 1) computer
- 2) processor
- 3) case
- 4) stylus
- 5) None of these

**24.Market innovations means**

- 1) design new products
- 2) new styles of marketing
- 3) new ideas in sales steps
- 4) Only (1) and (2)
- 5) All (1), (2) and (3)

**25.File extensions are used in order to**

- 1) name the file
- 2) ensure the filename is not lost
- 3) identify the file
- 4) identify the file type
- 5) None of these

**26.Market penetration connotes**

- 1) Covering a wide area of the Market for sales
- 2) Entering the buyers' houses
- 3) Entering the sellers' houses
- 4) Entering all shops and business houses

5) All of these

**27. The most common type of storage devices are**

- 1) persistent
- 2) optical
- 3) magnetic
- 4) flash
- 5) None of these

**28. SME means**

- 1) Small And Medium Enterprises
- 2) Small Marketing Enterprises
- 3) Small Scale Marketing Entities
- 4) Small And Medium Establishments
- 5) All of these

**29. For successful marketing**

- 1) Only the sales person sells
- 2) Only finance Department-sells
- 3) Only front office persons sell
- 4) Only back office persons sell
- 5) The whole organization sells

**30. Savings Accounts with zero balance can be opened for**

- 1) persons below BPL
- 2) under Financial Inclusion scheme
- 3) students
- 4) as per Bank's Policies
- 5) None of these

**31. means service rendered by**

- 1) outside agencies
- 2) other departments of the company
- 3) employees, other than the sales

persons

4) marketing department

5) All of these

**32. In modern day marketing, the benefits of selling extend to**

- 1) Only products and services
- 2) Only after sales services
- 3) Lifelong relationship with the buyer
- 4) All of these
- 5) None of these

**33. One of the following is not a target group of SME loans**

- 1) all professionals
- 2) large industries
- 3) truck operators
- 4) beauty parlors
- 5) hotels and restaurants

**34. The performance of a salesperson can be enhanced by**

- 1) increasing the sales incentives
- 2) increasing the number of products to be sold
- 3) appropriate training
- 4) All of these
- 5) None of these

**35. Team building is required**

- 1) only for lead generation
- 2) only for after sales service
- 3) for cross selling
- 4) All of these
- 5) None of these

**36. For sustained relationship with**

**the buyer, one of the following is necessary**

- 1) Continuity
- 2) Consistency
- 3) Understanding
- 4) Empathy
- 5) All of these

**37.Sales Promotion involves-Find the Incorrect option**

- 1) Building Product Awareness
- 2) Creating Interest
- 3)Providing Information
- 4) Designing new products
- 5) None of these

**38. Target market for Home Loans is**

- 1) all builders
- 2) all housing societies
- 3) agriculturists
- 4) All of these
- 5) None of these

**39.Lead generation is**

- 1) a pre-sales function
- 2) a function of the customer
- 3) a function of the manufacturing department
- 4) a post sales function
- 5) All of these

**40.Financial Inclusion means**

- 1) Opening Accounts of Finance Companies
- 2) Financial Analysis of Balance sheet figures
- 3) Opening Accounts of HNI's

- 4) Opening Accounts of NRI's
- 5) Opening Accounts of underprivileged persons

**ANSWERS:**

- 1-2; 2-2; 3-1; 4-2; 5-4; 6-4; 7-1; 8-4;  
9-2; 10-4;  
11-1; 12-1; 13-4; 14-3; 15-2; 16-5;  
17-4; 18-1; 19-2; 20-2;  
21-4; 22-1; 23-2; 24-5; 25-4; 26-1;  
27-2; 28-1; 29-5; 30-1;  
31-1; 32-3; 33-2; 34-4, 35-3; 36-2;  
37-4; 38-1; 39-1; 40-5

## Set 7

1. **Promotion in Marketing means—** (A) passing an examination (B) elevation from one grade to another (C) selling the products through various means (D) selling the product in specific areas (E) None of these
2. **Sources of Sales Leads are—** (A) Data Mining (B) Market Research (C) Media Outlets (D) Promotional Programs (E) All of these
3. **One of the methods for Market Monitoring is—** (A) to watch TV serials (B) to discuss with other sales persons (C) to monitor media outlets (D) All of these (E) None of these
4. **Market Expansion means—** (A) hiring more staff (B) firing more staff (C) buying more products (D) buying more companies (E) None of these
5. **Effective marketing helps in—** (A) developing new products (B) creating a competitive environment (C) building demand for products (D) All of these (E) None of these
6. **A Call in Marketing means—** (A) to phone the customers (B) to visit the customers (C) to visit the marketing site (D) to call on prospective customers (E) None of these
7. **Delivery Channel means—** (A) maternity wards (B) handing over the products to the buyers (C) places where products are made available to the buyers (D) All of these (E) None of these
8. **One of the following is a target group for the marketing of Internet Banking.** (A) All the customers (B) All the educated customers (C) All the computer educated customers (D) Only creditors (E) All of these
9. **Innovation mean—** (A) Product Designing (B) New ideas (C) Impulse (D) Both (A) and (B) (E) None of these
10. **One of the following is a target group for the marketing of educational loan.** (A) All the customers (B) Students (C) Only poor students (D) Students having promising educational track record (E) All of these
11. **Service after sale is not the function of—** (A) Marketing staff (B) Seller (C) Director of the company (D) Employees of the company (E) All of the above are wrong
12. **If done through\_\_\_\_\_the rural marketing would be more effective.** (A) fairs (B) village fairs (C) door to door campaign (D) All of these (E) None of these
13. **Market Survey means—** (A) Market Research (B) Market Planning (C) Marketing Strategies (D) Market Monitoring (E) All of these
14. **\_\_\_\_\_can be done through digital Banking?** (A) Mobile phone (B) Internet (C) Telephone (D) All of these (E) None of these

15. **A good seller should have the following quality/qualities?** (A) Devotion to the work (B) Submissive (C) Sympathy (D) All of these (E) None of these
16. **The rural marketing is not required because—** (A) rural people do not understand marketing (B) its not practical from the cost point of view (C) it is sheer wastage of time (D) All are wrong (E) All are correct
17. **Planned-cost service means—** (A) Costly products (B) Extra profit on the same cost (C) Extra work by seller (D) All of these (E) None of these
18. **Internet marketing means—** (A) Self-marketing (B) Core Groups monitoring (C) Employees marketing (D) All of these (E) None of these
19. **The aim of successful marketing is—** (A) to increase the sale (B) to increase the profit (C) to increase the output of sellers (D) All of these (E) None of these
20. **The business communication becomes\_\_\_\_through networking.** (A) Very difficult (B) dull (C) easy (D) has no role in marketing (E) None of these.

### Answer Key

1C 2E 3 C 4E 5 D  
 6 D 7 C 8 C 9 D 10 B  
 11 A 12 B 13 A 14 A 15 D  
 16 D 17 B 18 E 19 D 20 C